

BUICK'S



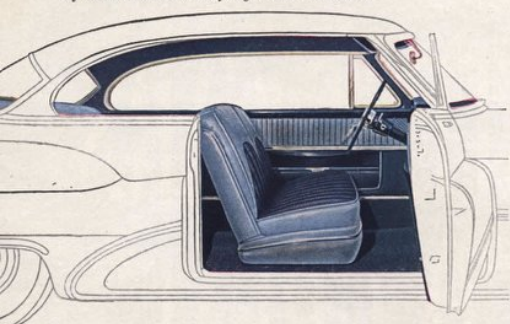
GREATEST CARS

IN 50 GREAT

YEARS



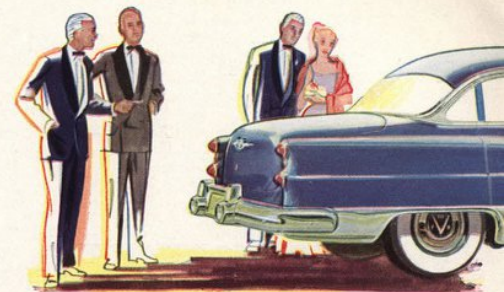
THE RICH VERVE OF ROADMASTER INTERIORS comes from the striking beauty of decorator fabrics and trim in superb harmony with each other and with smartly fashioned fittings and finish. Lustrous nylon, silky broadcloth and supple leather are in abundant evidence. Foam-rubber-based Rozpoint nylon carpeting adds to the regal richness of Roadmaster's beautifully hushed interiors.



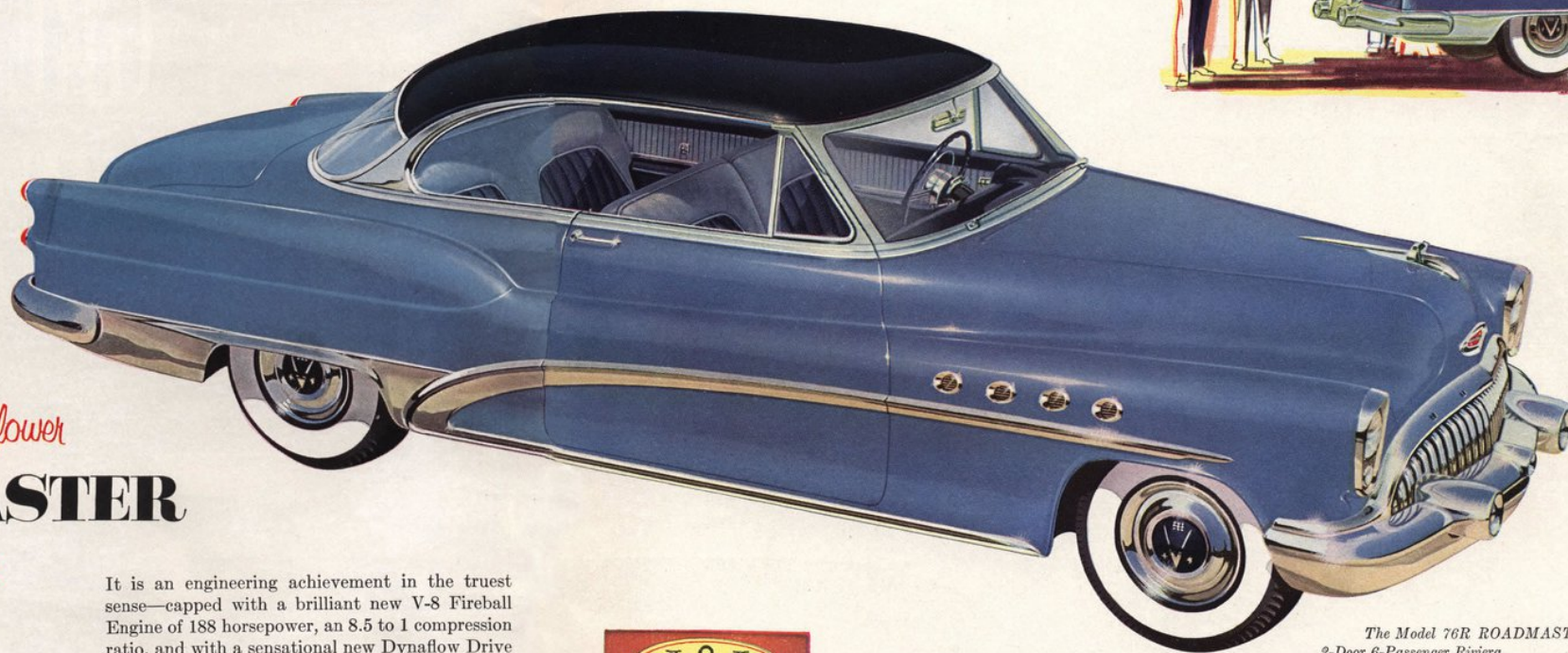
IN Roadmaster as it is Custom Built by Buick in this Golden Anniversary year, your greatest expectations of truly luxurious motoring are realized.

From its suave exterior to its master-crafted chassis, Roadmaster is an automobile of tremendous life and spirit, of sumptuous comfort and ease, of breath-taking power and performance, of meticulous workmanship and detail.

THE MOST GRACEFUL "GOOD-BYE" IN MOTORDOM is achieved by long fender contours and deep deck lines, all high-lighted by the new semaphore arrangement of the high-positioned tail and stop lights. Note the unbroken sweep of the panorama rear window with no divider bars.



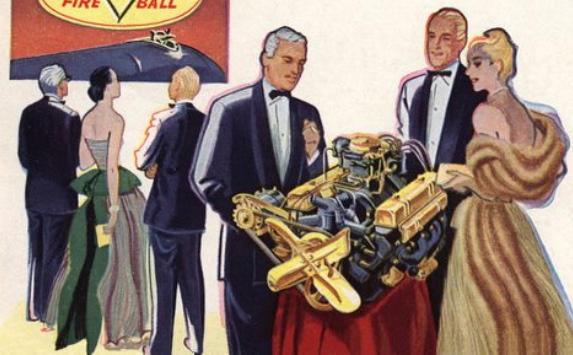
Motoring luxury comes to flower
in the **1953 ROADMASTER**
custom built by Buick



The Model 76R ROADMASTER
2-Door 6-Passenger Riviera
121.5 inch Wheelbase, 188 Horsepower

It is an engineering achievement in the truest sense—capped with a brilliant new V-8 Fireball Engine of 188 horsepower, an 8.5 to 1 compression ratio, and with a sensational new Dynaflow Drive of Twin-Turbine design.

In its superb command of time and distance, in its opulent appearance and comfort, in its silken ease of handling, you will find the Golden Anniversary Roadmaster a luxuriously fine car beyond the usual stature of fine cars—but well below the cost of such custom luxury.

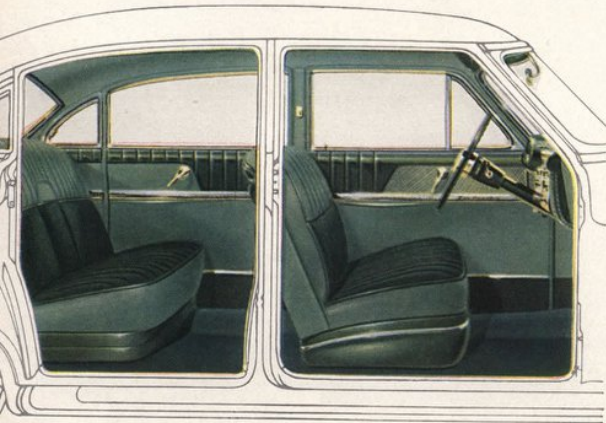


HEART OF ROADMASTER'S GREAT PERFORMANCE is the world's newest vertical-valve V-8 Fireball Engine of 188 horsepower—mightiest in Buick valve-in-head history. Airpower carburetion adds even greater thrift and thrill. A revolutionary new resonance muffler, where back-pressure is reduced to absolute zero, permits full use of this great power. Crowning touch to this performance picture is the amazing new Twin-Turbine Dynaflow Drive for quieter, whip-fast getaway.

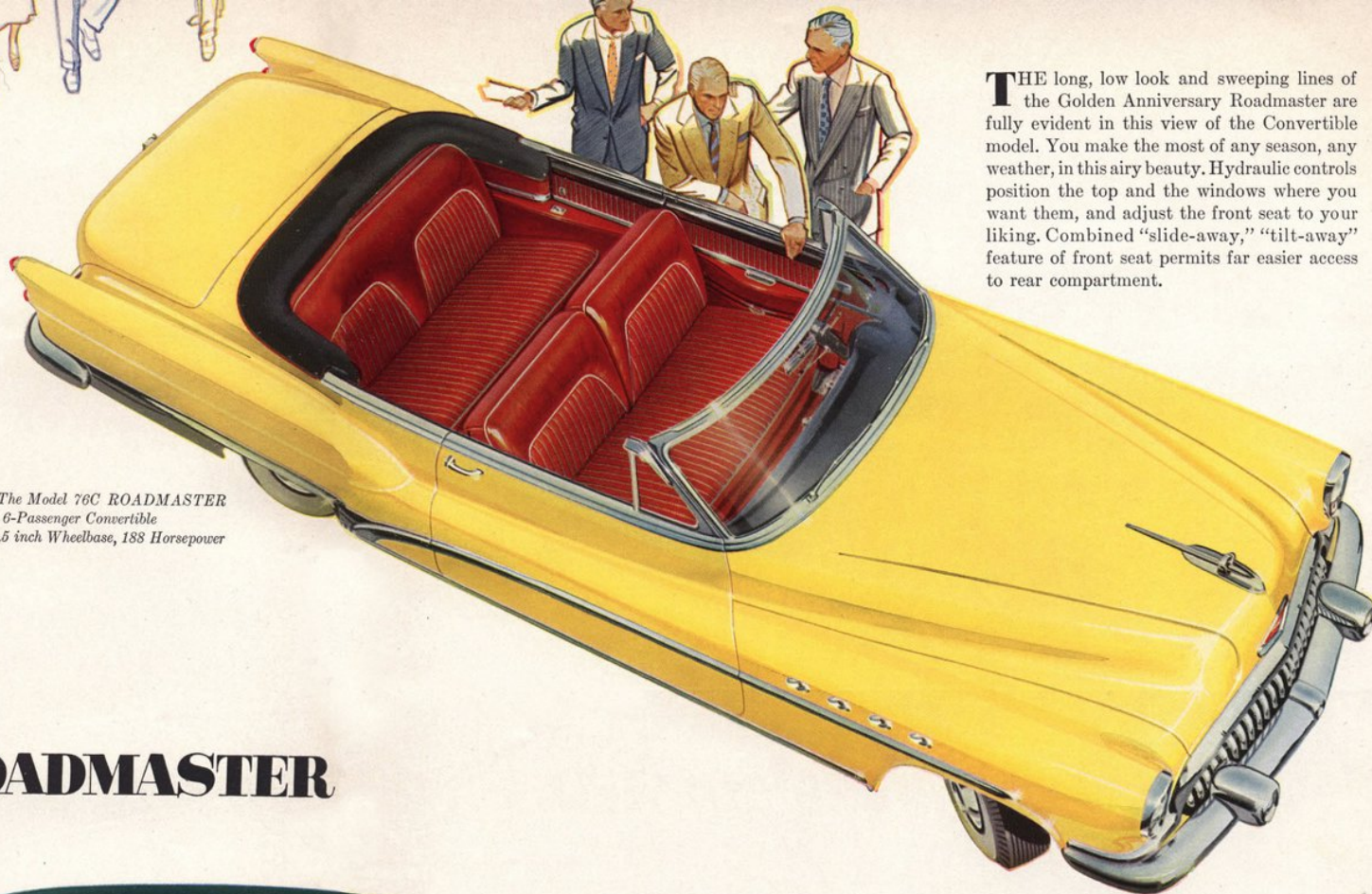


COMFORT KNOWS NO BARRIER HERE

—for Roadmaster seats have the sumptuous softness of double-depth Foamtex cushioning, the most luxurious softness in the fine-car field. To this softness, add the almost complete silence that has been engineered into these interiors, add the constant levelness of ride so envied by the industry, add the infinite smoothness of Dynaflo Drive—and you have the sublime comfort that is Roadmaster motoring.

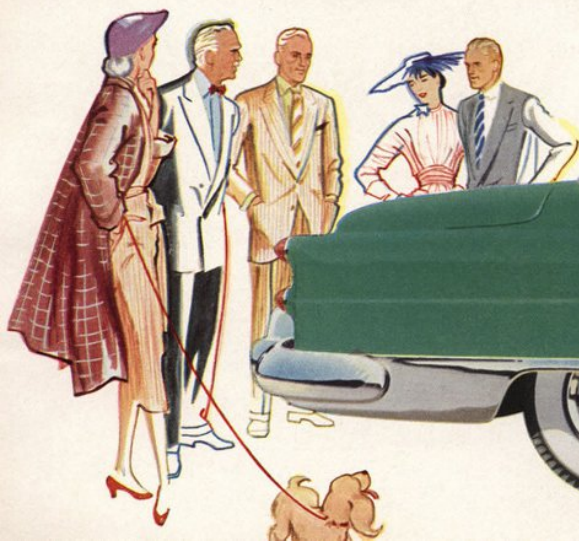


*The Model 76C ROADMASTER
2-Door 6-Passenger Convertible
121.5 inch Wheelbase, 188 Horsepower*

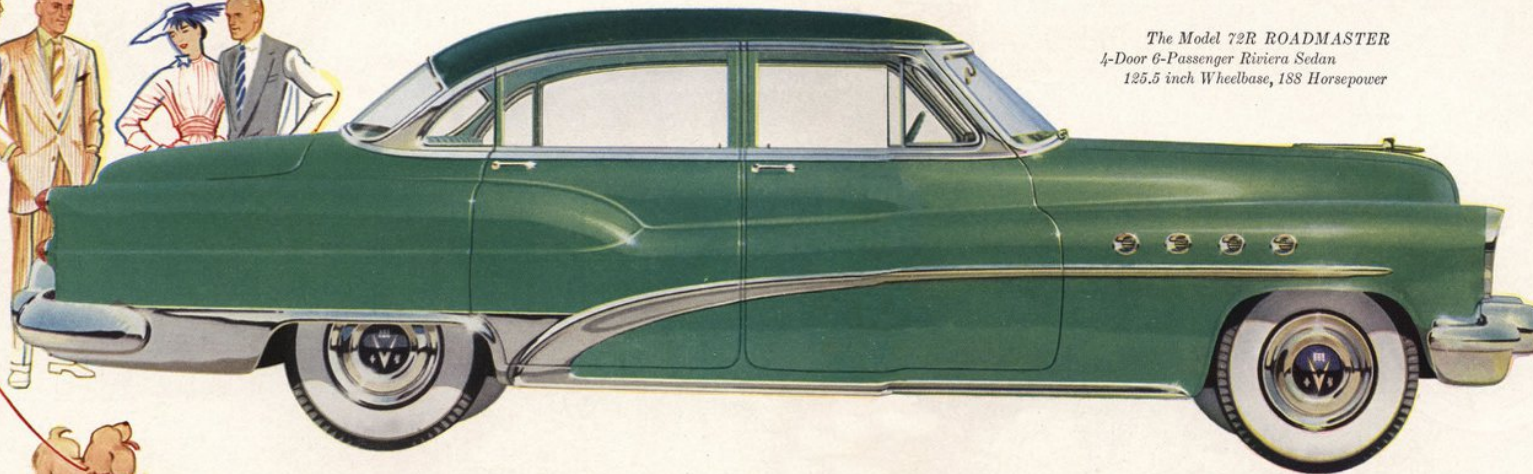


THE long, low look and sweeping lines of the Golden Anniversary Roadmaster are fully evident in this view of the Convertible model. You make the most of any season, any weather, in this airy beauty. Hydraulic controls position the top and the windows where you want them, and adjust the front seat to your liking. Combined "slide-away," "tilt-away" feature of front seat permits far easier access to rear compartment.

Spirited is the word for **ROADMASTER**



*The Model 72R ROADMASTER
4-Door 6-Passenger Riviera Sedan
125.5 inch Wheelbase, 188 Horsepower*



IMPRESSIVE styling is part of the 1953 Roadmaster picture, as shown in this view of the extra-spacious Riviera Sedan. Note the distinguishing sweepspear fender trim and chrome panels, the smart, new four-port markings, the gleaming dress of extra side windows here. But take note, too, that Roadmaster enjoys the shortest turning radius in the fine-car field. This, coupled with Buick's Power Steering and Power Brakes, makes Roadmaster handling supremely easy and a never-ending joy.



Take Buick's Skylark

IN this corsair of the highway you live a motoring life like nothing you ever knew before—feel joyously free as the winged creature that gave its name to this Buick.

The Skylark is styled for those whose motoring tastes call for extra flair, whose choice runs to slick beauty and rakish lines.

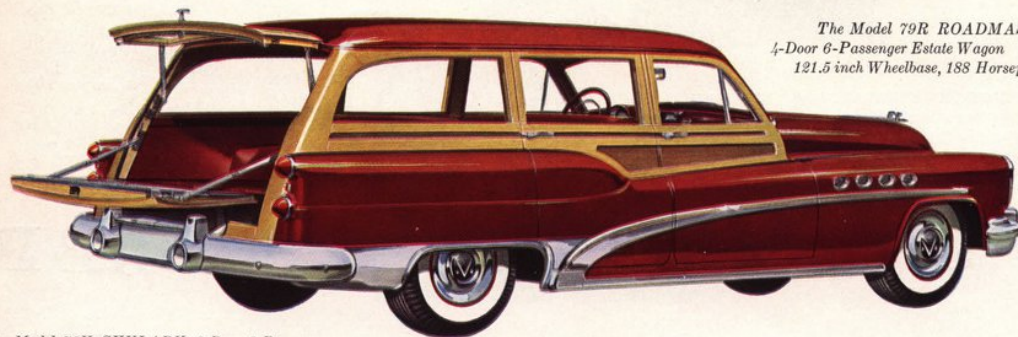
Note the chrome plated wire wheels, each with 40 individual wire spokes. With the top up, the Skylark stands less than five feet high, is luxuriously fitted with soft-tanned choice cowhide available in four handsome color combinations. This modern American sports car is in strictly limited production. On the Roadmaster chassis of 121½-inch wheelbase, it has the phenomenal performance of the 188-horsepower V-8 Fireball Engine combined with Airpower carburetion, an 8.5 to 1 compression ratio, zero-back-pressure muffler, and the sensational new Twin-Turbine Dynaflo Drive. Added to these features as standard equipment, Skylark also has Power Brakes, Power Steering, Easy-Eye Glass, Selectronic Radio with electrically operated telescopic antenna, and white sidewall tires.

Limited Edition of Versatility Unlimited is the suavely handsome Buick Estate Wagon

THIS is the magnificent motorcar that makes the most of country living and town travel. So versatile is the Buick Estate Wagon, it is always at home with those who combine city life with suburban settings.

It's perfectly at ease with casual clothes and the activities they fit—equally so at white-tie-and-tails affairs.

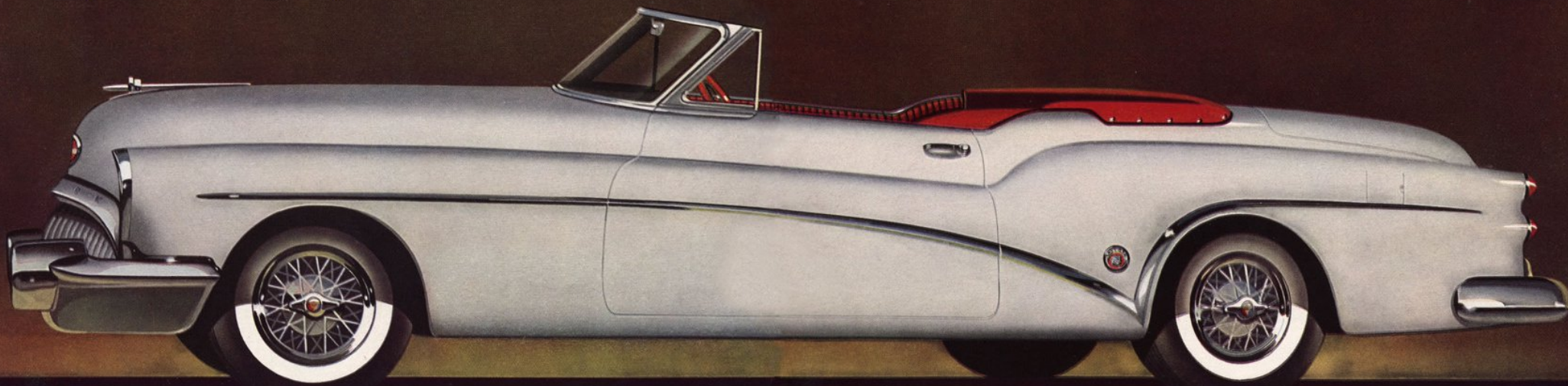
Seasoned wood and sturdy metal dress this handsome carrier of six big people and all their gear or luggage. The Roxpoint nylon carpeted rear platform stretches more than six feet from front to back, almost five feet from side to side, when the rear seat is folded. In limited production, the Buick Estate Wagon is available on either the Super or the Roadmaster chassis.

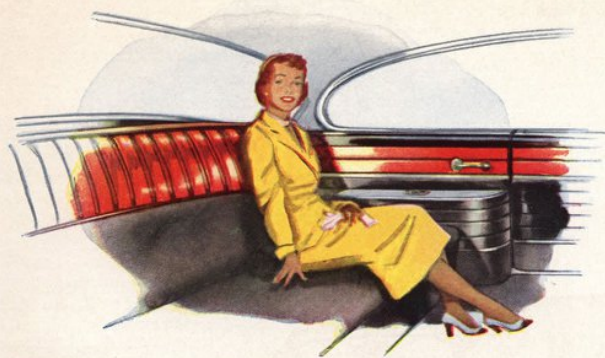


*The Model 79R ROADMASTER
4-Door 6-Passenger Estate Wagon
121.5 inch Wheelbase, 188 Horsepower*

*The Model 76X SKYLARK, 2-Door 6-Passenger
Sports Car, 121.5 inch Wheelbase, 188 Horsepower*

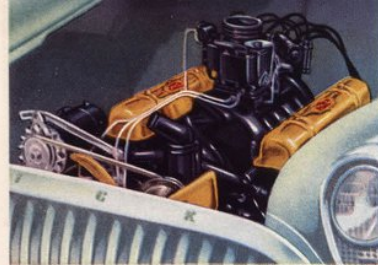
for scintillating life on wheels





THERE'S NEW SILENCE AND NEW LUXURY in the Super's new interiors. Acoustically engineered for hushed travel, even at high speeds. Dramatically fashioned for modern tastes—with rich upholstery and trim of nylon and silky broadcloth. Deep comfort is the keynote throughout.

SUPERB STYLE, spacious size and exhilarating travel mark the medium-priced Buick Super for 1953. This dashing beauty is fitted with the finest fabrics and finish ever to grace a Buick Super. Truly broad seats and the magnificent Buick ride provide a measure of comfort far beyond the usual standards. And in performance, this sparkling Buick is really super. With a brand-new 170 Horsepower V-8 Fireball Engine, and with the new trigger-fast Twin-Turbine Dynaflo Drive, optional at extra cost, you thrill to a superlative new travel experience in this handsome, big-buy Buick.



A GREAT NEW V-8 FIREBALL ENGINE NOW POWERS THE SUPER—gives it the brilliant performance of 170 horsepower and 8.5 to 1 compression ratio. Less weight in this vertical-valved V-8 Fireball Engine means greater power-to-weight ratio. Shorter, lighter crankshaft is far more rigid. Acceleration is faster, economy is greater, and the thrills are never-ending.

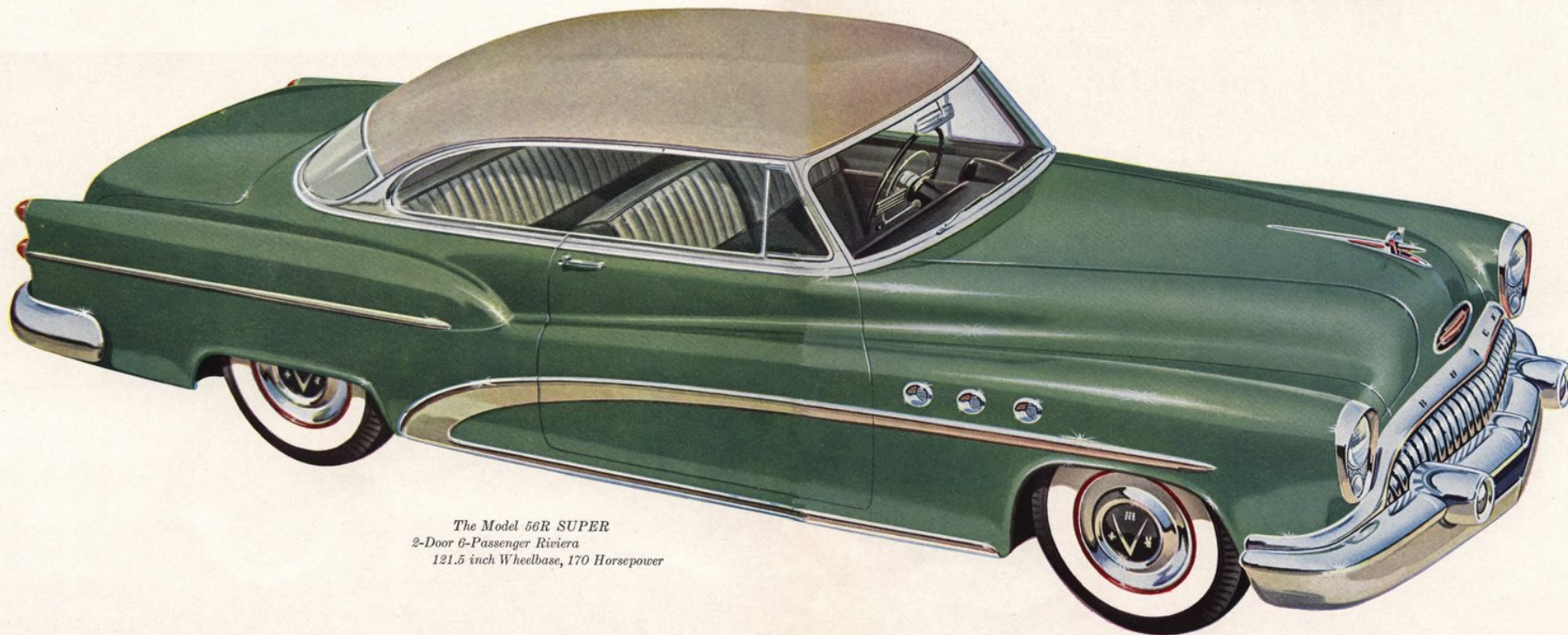


High, wide and deep trunk compartment provides plenty of usable and easily loaded luggage room. Self-locking lid needs no handle to turn, no key to lock.

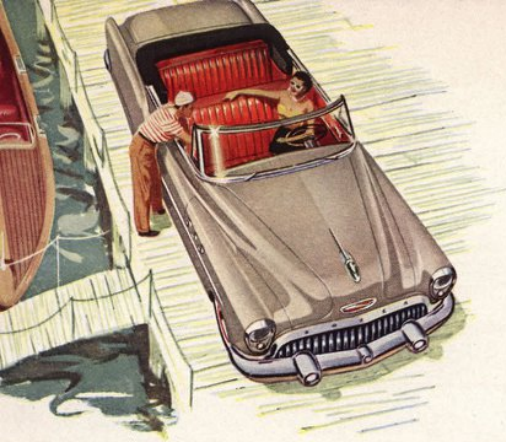


GOOD LOOKING IN MORE WAYS THAN ONE. The new Super's rear window is one clear, unbroken panorama that adds new smartness to the rear styling of the car, and, more importantly, increases the driver's visibility to the rear. No divider bars to clutter your outlook.

Sparkling beauty, New performance, Smart value mark the 1953 **BUICK SUPER**



The Model 56R SUPER
2-Door 6-Passenger Riviera
121.5 inch Wheelbase, 170 Horsepower



Superb buy
in the medium-priced field
is the **BUICK SUPER**

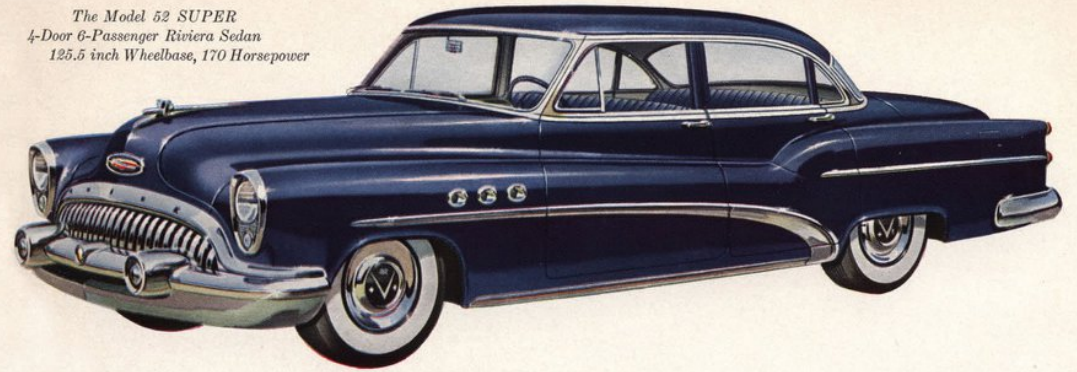
ON whatever basis you measure the worth of a motorcar, you will find the brilliant Buick Super for 1953 a beacon light in value. Price alone is medium in this superb automobile.

Its power is outstanding—more spirited, more thrilling, and more economical than ever before, thanks to the sensational performance of Buick's great new 8.5 to 1 compression V-8 Fireball Engine.

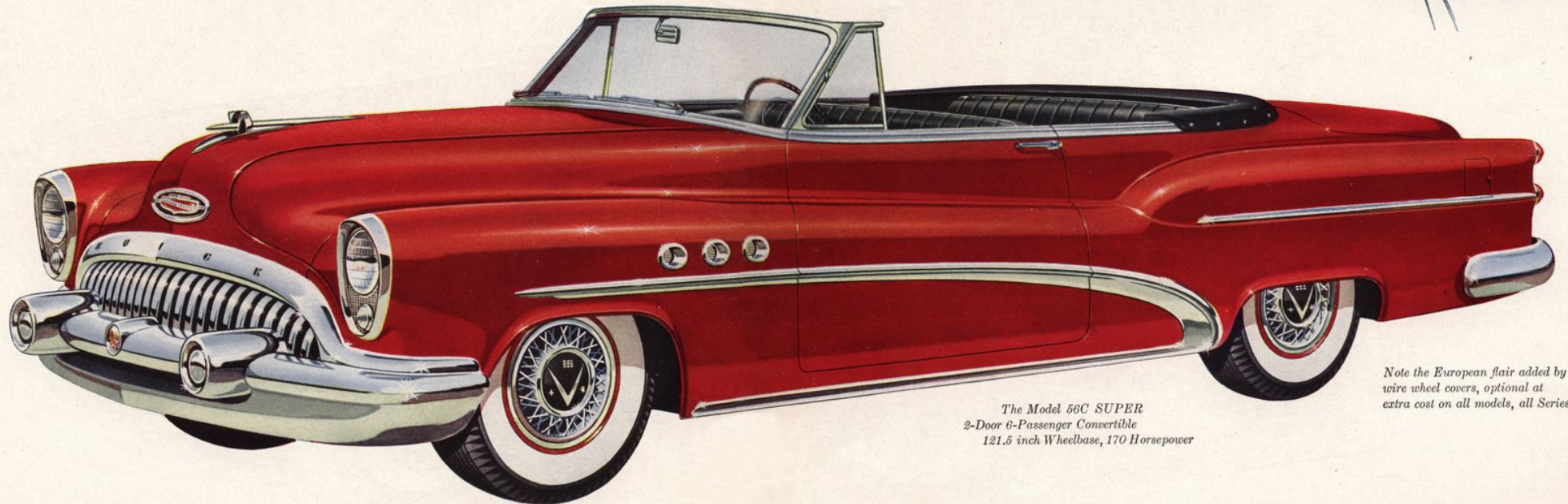
Its ride is outstanding—level and steady and lullaby-soft—with big, soft coil springs at every wheel, and the host of other engineering features that make up the Buick Million Dollar Ride.

In simple fact, quality is outstanding in this handsome Buick in every inch and pound and detail—quality that far oversteps the usual confines of the medium-price field.

*The Model 52 SUPER
4-Door 6-Passenger Riviera Sedan
125.5 inch Wheelbase, 170 Horsepower*



RICHNESS MATCHES THE ROOMY INTERIORS of the superlative Buick Super. On the right is shown the tasteful elegance of the extra spacious Riviera Sedan. The supple leather seats of the fleet-lined, fleet-footed Convertible shown below also carry six adults in relaxed and uncrowded comfort.



*The Model 56C SUPER
2-Door 6-Passenger Convertible
121.5 inch Wheelbase, 170 Horsepower*

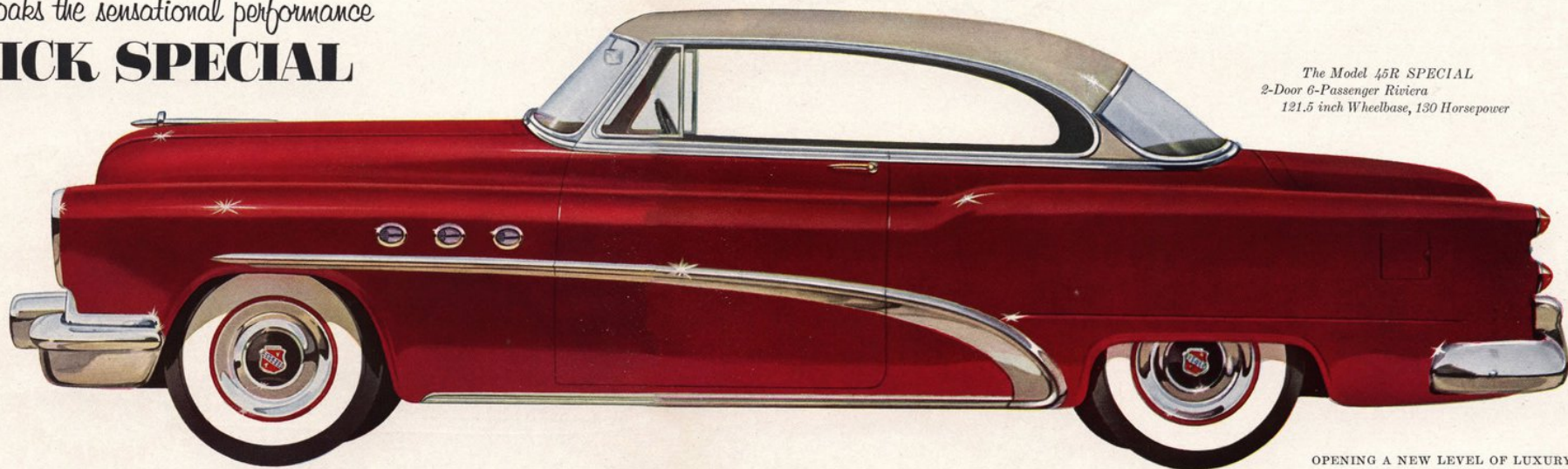
Note the European flair added by wire wheel covers, optional at extra cost on all models, all Series.



IT'S a feast to the eyes, this big, beautiful, budget-priced Buick Special for 1953. All the swift, clean lines of the Golden Anniversary Buick styling are here. All the distinctive dash of silvery sweepspears and fender ports is very much in evidence. All the wide visibility of sweeping glass areas and the rich touches of fine fabrics and fittings are here to please the most discriminating tastes.

But beneath this cloak of beauty is a combination of features that produce the most sensational performance in Buick Special history.

Sleek beauty cloaks the sensational performance
of the 1953 **BUICK SPECIAL**

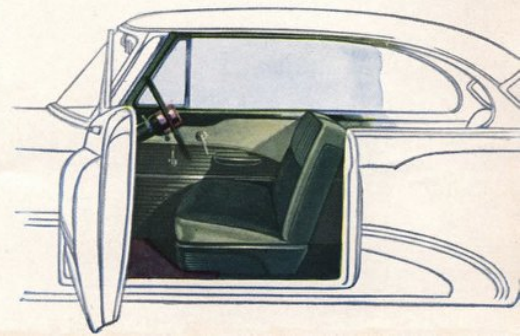


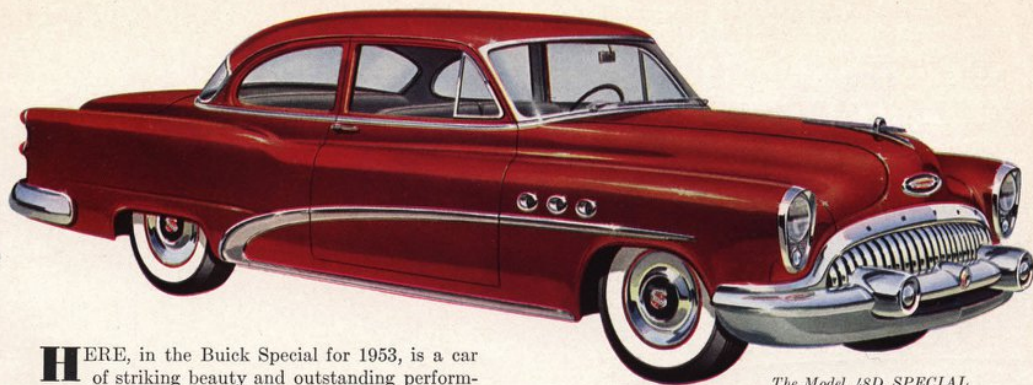
*The Model 45R SPECIAL
2-Door 6-Passenger Riviera
121.5 inch Wheelbase, 130 Horsepower*



There's the big Fireball straight-eight valve-in-head engine, newly engineered for more efficiency, more thrift, more power than ever before. There's the amazing new Twin-Turbine Dynaflow, at your option, to silk your travel and zip your getaway. There's the solid comfort of the famed Buick Million Dollar Ride—and the performance boost of a host of other exclusive features that make the 1953 Special a stepper from the word go, and a buy second to none.

OPENING A NEW LEVEL OF LUXURY in the budget-price field of automobiles, the new Buick Special offers true spaciousness, smart new upholstery and trim, and an elegance of fitting and finish rare outside the fine-car field.





*The Model 48D SPECIAL
2-Door 6-Passenger Tourback Sedan
121.5 inch Wheelbase, 130 Horsepower*

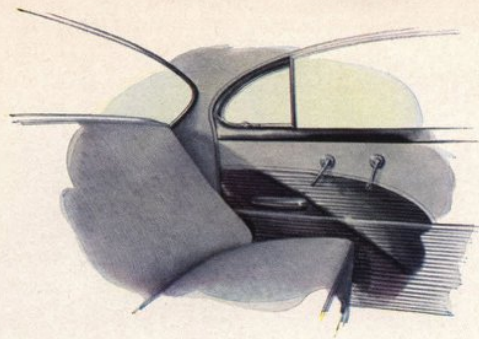
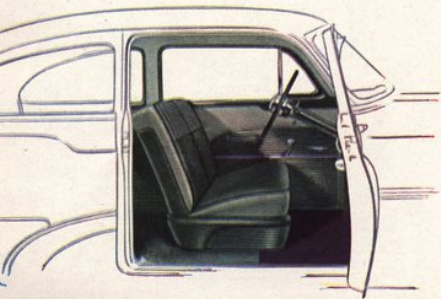
HERE, in the Buick Special for 1953, is a car of striking beauty and outstanding performance—yet priced surprisingly close to the lowest price field.

Here you have a newly designed Fireball straight-eight valve-in-head engine of high compression efficiency offering this year the highest horsepower in

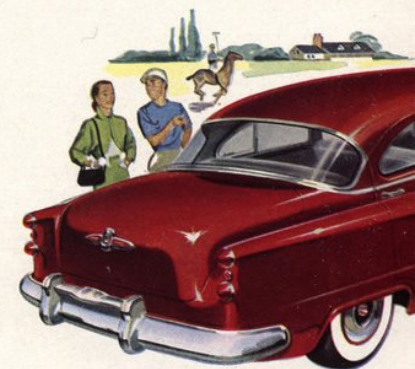
Big thrill for the budget-minded—

the brilliant **BUICK SPECIAL**

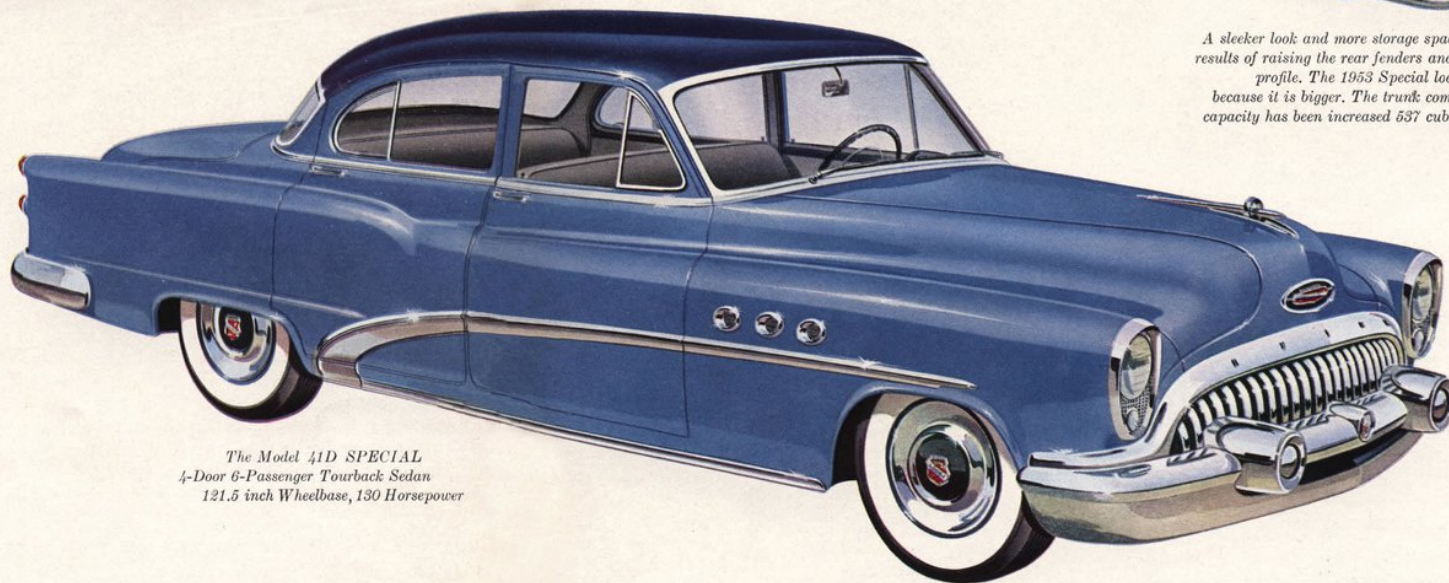
its history. You have a heavier frame to backbone this big car. You have Power Steering, at your option, to give you exquisite ease of control, yet with sure feel of the road. You have high style to do you proud—even to a new high profile that adds a longer, lower look, and one-piece glass areas front and rear. You have wider front seats for even more room, and the two-door models, as in the illustration below, have “tilt-away” front seats for easier entrance and exit. You have here, in short, a true-blue Buick—big and beautiful and thrillingly able—but priced to do full justice to the most modest budget.



THERE'S extra-special comfort in the Special. It comes from the deep, wide, soft seats, and from new zigzag type springs on the rear seats. It comes from pleasingly designed door panels, the handsome new hardware, the wide panoramic sweep of glass all around you—making it easier to see and enjoy the scenic views. There's comfort, too, in the quiet engineered into the spacious body—quiet that comes from more thorough insulation of the passenger compartment against the usual road sounds of automobile travel. And there's the never-ending comfort of knowing that all this roominess, all this luxury, all this fineness of fabrics and fittings, is to be had in a car so close to the lowest-price field.



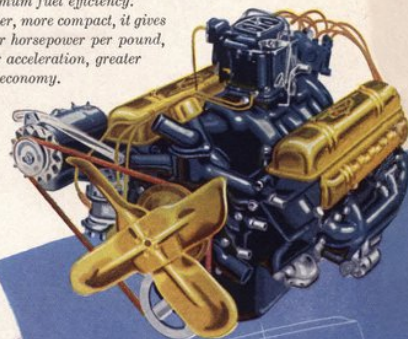
A sleeker look and more storage space are the results of raising the rear fenders and the deck profile. The 1953 Special looks bigger because it is bigger. The trunk compartment capacity has been increased 537 cubic inches.



*The Model 41D SPECIAL
4-Door 6-Passenger Tourback Sedan
121.5 inch Wheelbase, 130 Horsepower*

BRILLIANT ENGINEERING— Basis of Buick's Magnificent Performance and Outstanding Economy

WORLD'S NEWEST V-8 ENGINE is the great vertical-valve Fireball Engine that powers the Roadmaster and the Super. 8.5 to 1 compression ratio—among the highest in the industry—plus maximum fuel efficiency. Lighter, more compact, it gives higher horsepower per pound, faster acceleration, greater road economy.



NEW TWIN-TURBINE DYNAFLOW GIVES SWIFTER, QUIETER GETAWAY. You'll have to try it to believe it—the whip-quick, quiet getaway of the newly engineered Dynaflo Drive with two turbines instead of one. Faster acceleration, more power, greater economy keynote the smoothest and simplest of all the fully automatic transmissions.

WHAT YOU FEEL at the wheel of every 1953 Buick is a deep sense of exhilaration, of spirited satisfaction, of supreme ease—from the magnificent performance of the car you are commanding.

Many important things contribute to this performance—but they all sum up to one phrase: Buick Engineering. It is Buick Engineering—hard-working and hard-thinking—that gives you the world's newest V-8 Engine in the Buick Roadmaster and Super—an engine of spectacular action, of impressive economy, and of such unique design that it has permitted the building of an entirely new car around it.

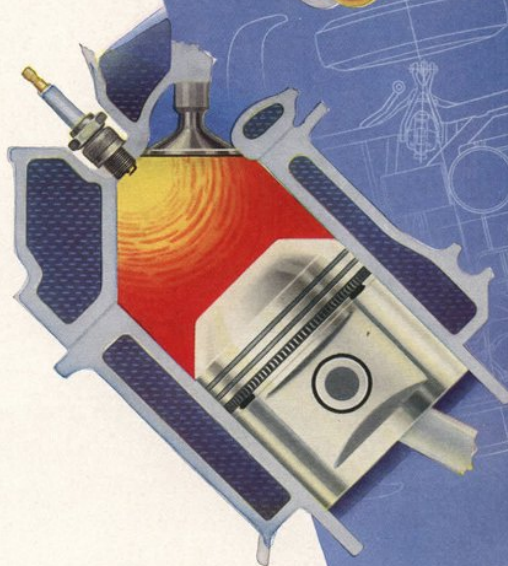
It is Buick Engineering, backed by half a century of valve-in-head experience, that improves the proved Fireball straight-eight engine in so many ways that the Buick Special now enjoys the highest and thriftiest horsepower in its history.

It is Engineering, Buick-principled, that has come up with the amazing Airpower carburetor that reaches into thin air to bring you more power with more economy.

It is Buick Engineering, given free rein to explore the farthest reaches of ride comfort, that brings together such features as coil springing on all *four* wheels, a rigid torque-tube, an X-braced frame, and the host of other measures that go to make up what is, literally and figuratively, a Million Dollar Ride.

It is Engineering, as it is practiced at Buick, that brings you the marvel smoothness and swiftness and economy of the new Twin-Turbine Dynaflo—and the special ease of Buick Power Steering that helps turn the front wheels *only* when turning might be a task.

It is Engineering, in the final analysis, that brings you these magnificent new Buicks for 1953, and the new standard of performance and economy they provide.



FIREBALL COMBUSTION is brought to its highest development in all Buick Engines for 1953. The charge incoming to each combustion chamber is set into whirling tornadic fireballs—in the V-8 by the angle at which it strikes the cylinder wall; in the straight 8, by the Turbo-Top piston. The result is maximum turbulence, more complete combustion, more concentrated "drive" on the piston head.



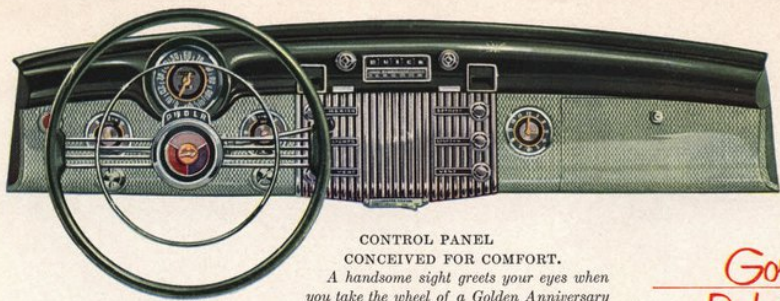
NEVER-ENDING WONDER IS BUICK'S MILLION DOLLAR RIDE. A constant and buoyant levelness, a firm and steady road hold, a gently responsive handling ease—these are some of the qualities brought to every Buick by thorough and unrestricted engineering—more than a million dollars' worth invested in ride development alone.



AIRPOWER CARBURETOR ADDS POWER AND ECONOMY TO THE BUICK ROADMASTER ENGINE. With four barrels instead of two, this amazing automatic carburetor feeds varying proportions of fuel and air to the engine as needed for most efficient and most economical operation at any speed. Result: more miles per gallon at normal driving speeds, more power from more air at higher speeds.



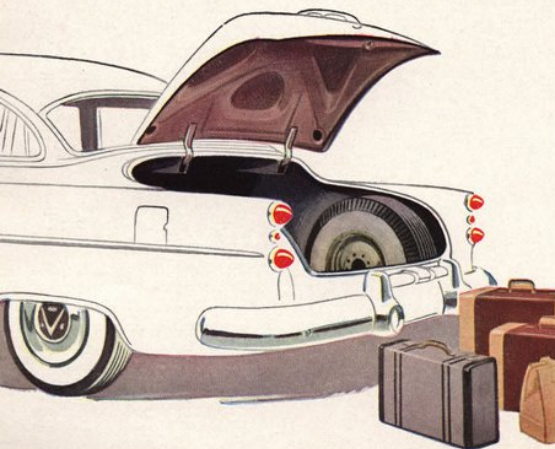
BUICK POWER STEERING GIVES SUPREME EASE OF CONTROL. You retain the comforting "feel" of the road, because Buick-engineered Power Steering never takes over the steering itself. But it does lend a gentle giant hand when you need it—in parking and other slow-travel maneuvers—and in positive control over rough roads.



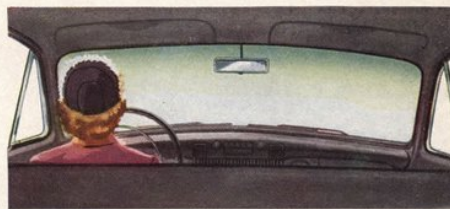
CONTROL PANEL CONCEIVED FOR COMFORT.

A handsome sight greets your eyes when you take the wheel of a Golden Anniversary Buick. Shown here is the Roadmaster instrument panel, ultramodern in design. New dials make for easy, glare-free reading. All controls are conveniently located, easy to reach. And note, if you please, the smart new vertical-lined grille of the rich-toned, easily tuned Buick Sonomatic Radio.

WEATHER FORECAST: AS YOU LIKE IT. Three things temper your weather here. One is a set of individually controlled left and right air intakes to bring in outside air when you want it. Next is the newly designed WeatherWarden venti-heater—giving you two-level heating at the thermostat setting you choose, plus quick defrosting of all windows. And capping your weather command is the luxurious Buick Airconditioner—that frosts the air to your liking when summer heat waves come.



ALL CLEAR IN THE REAR. Here's a beauty note with a fine function—a one-piece, all-clear, wrap-around rear window that not only looks smarter and makes the whole car look wider, but also gives you an unobstructed view rearward. Easier to wash and keep clean, too.



SMART WAY TO BLOCK SUN HEAT AND GLARE. Cool, tinted Easy-Eye Glass all around shades out 50% of the sun's heat coming into the car—and 18% of eye-fatiguing glare—all without external, wind-catching visors. Note the deeper-tinted band across the upper part of the windshield—for even more thorough eye comfort.

LUGGAGE IS NO PROBLEM HERE—thanks to Buick's deep and high-profiled deck lid. Here's more usable room than you'll probably ever need. Easily loaded room, too, because the self-locking lid swings up almost by itself with a turn of the key, stays up without side braces. No handle to turn, ever.

*Gorgeous colors.
Rich fabrics and trim
Keynote Buick for '53*



SPECIFICATIONS

Special SERIES 40

BUICK VALVE-IN-HEAD STRAIGHT- EIGHT ENGINE—Bore and stroke, 3 $\frac{1}{2}$ x 4 $\frac{1}{4}$ inches. Displacement, 263.3 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), 5 $\frac{1}{2}$ quarts. 125 h.p. with Synchro-Mesh; 130 h.p. with Dynaflo Drive.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, conventional transmission, 12 quarts, 13 $\frac{1}{2}$ quarts with heater. With Dynaflo Drive, 13 $\frac{1}{2}$ quarts, 15 quarts with heater.

CLUTCH AND TRANSMISSION—Sheet Metal spring, single dry-plate clutch. Facing area, 106.8 square inches. All-silent Synchro-Mesh Transmission, helical gears.

DYNAFLOW DRIVE (Optional at extra cost)—Torque converter with gears. No clutch pedal. Total oil capacity, 10 quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratios, 3.9-1 on all models. With Dynaflo Drive, 3.6-1 on all models.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Ball Bearing Worm and Nut; 29 to 1 ratio. Power Steering available.

FRAME—Double Drop, Channel X Center Cross-member, Box Type Front Cross-member.

SHOCK ABSORBERS—Front and Rear are Double Acting type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size, 12-inch diameter. Step-On parking brake.

ELECTRICAL SYSTEM—Delco-Remy. Solenoid starter. Battery mounted under hood.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels, 15 x 6 $\frac{1}{2}$. Tire size, 7.60-15-4 ply.

WHEELBASE—121 $\frac{1}{2}$ inches. Over-all car length, 205.9 inches.

Super SERIES 50

BUICK VALVE-IN-HEAD V-8 ENGINE—Bore and stroke, 4.0 x 3.2 inches. Displacement, 322 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), 6 quarts. 158 h.p. with Synchro-Mesh; 170 h.p. with Dynaflo Drive.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, conventional transmission, 16 $\frac{1}{2}$ quarts, 18 quarts with heater. With Dynaflo Drive, 18 quarts, 19 $\frac{1}{2}$ quarts with heater.

CLUTCH AND TRANSMISSION—Sheet Metal spring, single dry-plate clutch. Facing area, 106.8 square inches. All-silent Synchro-Mesh Transmission, helical gears.

DYNAFLOW DRIVE (Optional at extra cost)—Torque converter with gears. No clutch pedal. Total oil capacity, 10 quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratios, 3.6-1 on all models.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Ball Bearing Worm and Nut; 29 to 1 ratio. Power Steering available.

FRAME—Double Drop, Channel X Center Cross-member, Box Type Front Cross-member.

SHOCK ABSORBERS—Front and Rear are Double Acting type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size, 12-inch diameter. Step-On parking brake.

ELECTRICAL SYSTEM—Delco-Remy. Solenoid starter. Battery mounted under hood.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels, 15 x 6 $\frac{1}{2}$. Tire size, 7.60-15-4 ply.

WHEELBASE—121 $\frac{1}{2}$ inches. 125 $\frac{1}{2}$ inches on Model 52. Overall car length, 207.6 inches. 211.6 inches on Model 52.

Roadmaster SERIES 70

BUICK VALVE-IN-HEAD V-8 ENGINE—Bore and stroke, 4.0 x 3.2 inches. Displacement, 322 cubic inches. Full-pressure lubrication to main, connecting rod, and camshaft bearings, and to rocker arms. Oil capacity (refill), 6 quarts. 158 h.p.

FUEL SYSTEM—Thermostatic heat control, automatic choke, automatic idle control. Intake silencer and oil bath air cleaner. Fuel strainer. Fuel tank capacity, 19 gallons.

COOLING SYSTEM—Thermostat and By-Pass Temperature Control; pressure relief valve in filler cap. Water capacity, 18 quarts, 19 $\frac{1}{2}$ quarts with heater.

DYNAFLOW DRIVE—Torque converter with gears. No clutch pedal. Total oil capacity, 10 quarts.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. One universal joint automatically lubricated from transmission. Gear ratio, 3.6-1.

SUSPENSION—Independent front wheel suspension with ride stabilizer. All coil springs.

STEERING—Ball Bearing Worm and Nut; 29 to 1 ratio. Power Steering available.

FRAME—Double Drop, Channel X Center Cross-member, Box Type Front Cross-member.

SHOCK ABSORBERS—Front and Rear are Double Acting type.

BRAKES—Four-wheel hydraulic. Buick cast brake drums. Size, 12-inch diameter. Step-On parking brake.

ELECTRICAL SYSTEM—Delco-Remy. Solenoid starter. Battery mounted under hood.

WHEELS AND TIRES—Broadrim, demountable steel disc wheels, 15 x 6 $\frac{1}{2}$. Tire size, 8.00-15-4 ply.

WHEELBASE—121.5 inches. 125.5 inches on 72R. Overall car length, 207.6 inches. 211.6 inches on 72R.

Distinctive SKYLARK

Skyark and Roadmaster have the same Specifications except for the following.

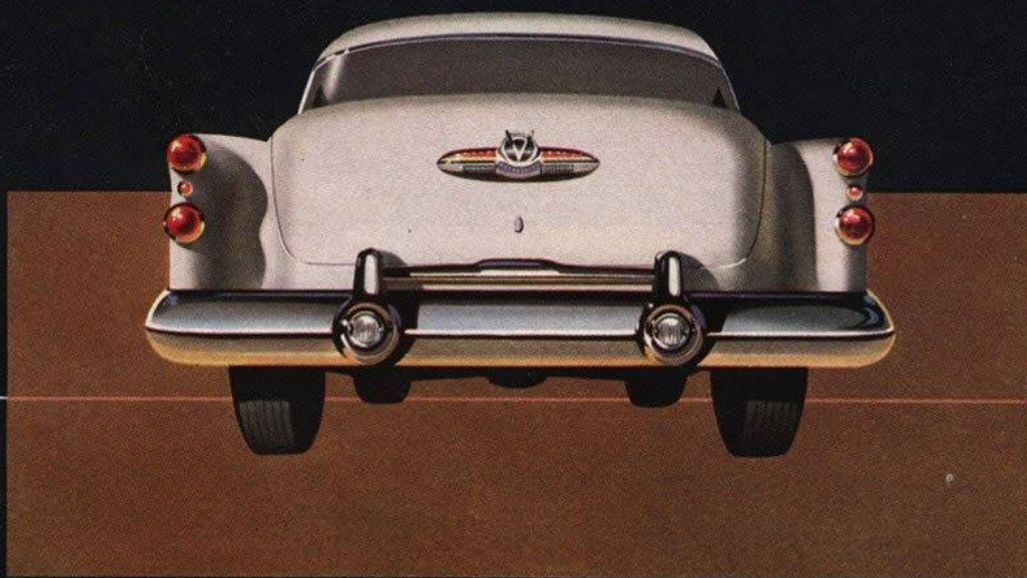
Road Clearance 16.2" Windshield Height 11 $\frac{1}{2}$ "
Overall Height (48" angle from vertical) 68"
with top up 58.9" Front Seat Thickness 8.1"
Rear Seat Thickness 7.8"

Skyark Top made of new wonder fabric "Orlon"—available in black or white.

All equipment and accessories that are optional on Roadmaster are standard on Skyark, including electronic radio with electrically-operated telescopic antenna mounted on the fender.

Buick Motor Division, General Motors Corporation, reserves the right to make changes, at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

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